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The SBA New York District encompasses the area of New York City, Long Island and the downstate counties of Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester.

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Inside the **NEW YORK** District
John J. Miller, Editor

*All of the SBA's programs and services
are provided to the public on a
nondiscriminatory basis*

William Manger, Jr. Appointed Regional Administrator

William Manger, Jr. was appointed regional administrator of the U.S. Small Business Administration's Region II on February 24, 2005. As regional administrator Manger is responsible for the delivery of the agency's financial assistance, management counseling, business development and minority enterprise development activities throughout New York State, New Jersey, Puerto Rico and the U.S. Virgin Islands.

Manger is responsible for overseeing a region-wide staff of over 150 employees in five district offices located in New York City, Buffalo and Syracuse, New York; Newark, New Jersey and Hato Rey, Puerto Rico; and three branch offices located in Elmira, Rochester and Melville, New York.

Before joining SBA, Manger worked for a small business in retail sales before his stint at the mortgage-backed securities' sales desk at Citicorp Securities. After receiving his Masters of Business Administration, he worked at a boutique investment bank that specialized in helping small, publicly traded

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**Bill Manger
Regional Administrator**

companies secure additional capital for growth.

Manger's public service began in 1997 when he was elected to a seat on the village board in Southampton, New York. In 2000, Manger worked on Congressman Rick Lazio's U.S. Senate campaign, and then served as part of the Bush-Cheney Presidential Transition Team. Manger was then appointed to the Maritime Administration at the U.S. Department of Transportation, where he worked on policy, legislation and the budget. He left his position as senior policy adviser at the Transportation

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U.S. Small Business Administration Celebrates Women in Business

By William Manger, Jr.

With the conclusion of this year's Women's History Month in March, I am proud to report to you the U.S. Small Business Administration's record in helping women achieve the dream of successful business ownership.

Eight million small businesses in the United States are women-owned. That's one-third of all small businesses—an impressive slice of the pie.

Women-owned businesses are also growing fast – at twice the rate of all small businesses. That translates into millions of jobs and a growing economy. It also means \$2.3 trillion dollars in annual sales and revenues.

The SBA is proud to play a part in this growing success of women business owners. In fiscal year 2004, the SBA set a new record in lending to women-owned businesses, approving 19,083 loans valued at \$2.8 billion nationwide. This shattered the previous record of 15,498 loans totaling \$2.4 billion set in fiscal year 2003. This represents an increase of 23.1 percent in loan numbers and 18.4 percent increase in loan dollars.

In the New York region, new loan records were also established. In fiscal year 2004, 1,952 SBA loans for \$268.1 million were made to women-owned businesses through New York State, New Jersey, Puerto Rico and the U.S. Virgin Islands, surpassing the previous record of 1,480 loans for \$224.5 million set in fiscal year 2003. This translates to an increase of 31.9 percent in loan numbers and 43.6 percent increase in loan dollars between fiscal year 2003 and 2004.

This is a truly impressive growth record. But we have only scratched the surface. The SBA, both nationally, and in the New York region, are on pace to set new lending records to women-owned businesses this fiscal year. The SBA and its 8,000 lending partners nation-wide are committed to giving more women the opportunity to start and grow their own businesses, and thereby become members of the business ownership society.

In addition to its lending programs, the SBA is also helping women access venture capital and government contracting opportunities. The SBA is also increasing the number of women-owned firms that benefit from SBA business education, counseling and training programs. SBA's Women's Business Centers already offer expert training and technical assistance in more than 70 communities across the country. The Online Women's Business Center, www.onlinewbc.org, is a free interactive website that offers women who want to start or grow a business, information on best business principles and practices, management techniques, networking, industry news and market research. The SBA's Office of Women's Business Ownership has its own home page, www.sba.gov/womeninbusiness, reaching women regardless of their location with Most Commonly Asked Questions, program summaries, and hotlinks to more than 40 related websites.

The U.S. Small Business Administration salutes all women business owners throughout the United States. The nation recognizes the vast contributions and achievements of this vital sector of the American economy.

William Manger, Jr. is regional administrator of the U.S. Small Business Administration, Region II, with jurisdiction over Agency activities in New York State, New Jersey, Puerto Rico and U.S. Virgin Islands.



A Message from the District Director

I am taking this opportunity to report to you the success of our most recent initiative to promote the SBA's 504 Loan Program throughout the New York District.

The 504 loan is one of the Agency's least well-known but most important assistance programs for those businesses looking to expand. The 504 loan, a combination of financing from the SBA, a certified development company and a private lender can provide the "brick and mortar" capital that growing companies need.

In a series of one-day seminars running from February through March, we provided education on the 504 to over 100 loan officers, real estate brokers and small business owners.

Our target market for this training was our downstate area, where we conducted the seminars in Carmel,

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Kingston, Liberty, New Windsor, Pearl River, two sessions in Poughkeepsie, and White Plains.

We now hope that, armed with the knowledge provided at the seminars, we will soon see more small businesses in our downstate area taking advantage of the program, growing their businesses and hiring more employees.

For more information on the 504 Loan Program please visit our Web site at <http://www.sba.gov/financing/>.

Jose R. Sifontes
District Director

William Manger
(Cont'd from Page 1)

Department to return home to run for a seat in the U.S. House of Representatives.

Manger also serves on the board of the Riot Relief Fund, which benefits the families of New York City police officers killed in the line of duty. After September 11, 2001, the organization expanded its efforts to distribute money to families of the New York City firefighters killed in the terrorist attacks.

Manger graduated with a Bachelor of Arts in political science from Trinity College in Hartford, Connecticut. He went on to receive a Masters of Business Administration from Columbia University in New York City.

New Report Details Minority Business Dynamics 1997-2001

Washington, D.C.— Minority-owned businesses expand, contract, and survive at rates that differ from non-minority owned business, according to a new study released by the SBA's Office of Advocacy.

The report tracks the success of minority-owned employer establishments that were in operation from 1997 to 2001 and provides new insights into the dynamics of minority-owned business establishments.

Report findings of *Dynamics of Minority-Owned Employer Establishments, 1997-2001* include:

- During 1997-2001, 27.4 percent of non-minority owned establishments expanded. At the same time, 34 percent of Hispanic-owned establishments expanded, 32.1 percent of Asian and Pacific Islander-owned establishments expanded, 27.8 percent of American Indian and Native Alaskan-owned establishments expanded, and 25.7 percent of Black-owned establishments expanded.

- The four-year survival rate for non-minority owned businesses establishments was 72.6 percent. The survival rates for minority-owned businesses were lower, including Asian and Pacific Islander-owned at 72.1 percent, Hispanic-owned at 68.6 percent, American Indian and Native Alaskan-owned at 67 percent, and Black-owned at 61 percent.

For a copy of the report, visit www.sba.gov/advo.

2005 Small Business Persons and Champions of the Year to be Recognized at Awards Ceremony on April 22, 2005

You are cordially invited to join the New York District Office in honoring its **Small Business Person** and **Champions of the Year** at a ceremony to take place in downtown Manhattan.

Small business owners and advocates will receive awards in the following categories:

- Small Business Person of the Year
- Family-Owned Small Business of the Year
- Young Entrepreneur of the Year
- Small Business Journalist of the Year
- Financial Services Champion
- Minority Small Business Champion
- Veteran Small Business Champion
- Home-based Business Champion
- Women in Business Champion

The awardees have demonstrated success, job creation, growth and community involvement.

Don't miss this opportunity to recognize deserving small business owners and advocates from your area! **There is no charge to attend this event.** Seating is on a first-come, first-served basis. Breakfast will be served.

When: April 22, 2005
Where: 26 Federal Plaza
6th Fl Conference Center
New York, NY 10278
(Enter on Duane Street)
Time: 9:00 a.m. – 12:00 p.m.
(Registration- 8:00 a.m.)

Please RSVP by April 8
For more Information: 212-264-1473

Media is invited!

New York District Top Ten Lenders 10/01/04-03/31/05

Lender	No. of Loans	Amt.
HSBC	739	\$59,929,100
Bank of America	325	\$13,303,000
JP Morgan Chase	237	\$13,932,400
Capital One Federal Savings	198	\$9,005,000
Charter One	142	\$4,395,800
Citibank	75	\$4,500,700
Manufacturers & Traders	64	\$4,609,000
Broadway National	54	\$12,305,000
Commerce Bank	42	\$16,003,000
CIT Small Business Lending Corp. (CDC)	33	\$19,608,900
Long Island Development Corp. (CDC)	32	\$17,007,000

Changes in Banking Affect Small Business Lending *Consolidation and Innovation are Driving Changes*

Washington, D.C. – Substantial financial deregulation and financial innovation in recent years have changed banking. The resulting consolidation of banking and improvements in technology has had important effects on small business lending.

According to a recently released study by the SBA's Office of Advocacy, the way in which bank holding companies grow, through either outright merger or non-merged acquisition, has a direct affect on its small business lending practices.

For a copy of the report and research summary, visit www.sba.gov/advo.

New York District Undertakes its First Faith-Based Strategy Session



Members of the newly formed New York District Faith-based Advisory Council exchange ideas and strategies.

New York, N.Y. -- Following on President George W. Bush's executive order creating the Center for Faith-based Community Initiatives, the SBA New York District convened its first meeting in February of a local faith-based advisory council.

The objective in establishing and convening the council was to solicit ideas, guidance, expertise and insights from local community leaders in order to implement a local faith-based initiative for economic development.

"We did not want to move forward on an initiative which holds such promise, while working in a vacuum," said Jose Sifontes, New York District Director. "Consequently, we invited community faith-based organizations to join our council and guide us," added Sifontes.

Fifteen leaders from active and influential organizations throughout the New York District introduced themselves at the meeting and then divided into four teams; each team addressing the challenge of devising short- and long-term programs.

Armed with the recommendations of the teams' efforts, the New York District is now constructing an implementation plan in consultation with the Council's members.

For more information contact Nicole Christian at nicole.christian@sba.gov.

New York District Begins Intensive Business Development Training Targeted to Hispanic Business Owners

New York, NY-- The SBA's New York District, Staples, El Diario/La Prensa, Con Edison and CUNY have joined forces to provide New York City Hispanic business owners an intensive, Spanish-language business training seminar series. *Exito Empresarial* is designed to equip those entrepreneurs with the tools and resources needed to grow their businesses.

The training courses offer instruction in marketing, accounting, technology, financial planning and business plan development. Each seminar consists of four weekly classes, each of which addresses a different business management topic.

"This initiative is just the latest in our very aggressive, ongoing efforts to take the message of entrepreneurship and the SBA directly into the Hispanic community," said SBA New York District Director, Jose Sifontes. "We're fortunate to have the cosponsors of this series dedicated to the same goal and assisting us in this exciting opportunity," added Sifontes.

Seminar Schedule:

March 16- April 6
Brooklyn-- City Tech College (***sold out***)

June 1-22
Bronx-- Lehman College

September 14- October 5
Manhattan-- City College

November 30- December 21
Queens--LaGuardia Community College

For more information please visit www.eldiariiony.com/exito.

New Women's Business Center Opens



Staten Island WBC Ribbon Cutting: Above left to right: Nancy Carin, Executive Director, Business Outreach Network; Frank Dito, Business Development Specialist, SBA; JoAnn Regan, Deputy Director, West Brighton Community Development Corporation; Frank Pentecost, Board Director, Con Edison; Jose Sifontes, District Director, SBA; Susan Meeker, Executive Director, West Brighton Community Development Corporation

Staten Island, NY—This past January the SBA's New York District joined forces with the Business Outreach Network and the West Brighton Community Development Corporation to establish a new Women's Business Center satellite office in Brooklyn and a satellite center in Staten Island.

Housed in the existing Business Outreach Centers in Brooklyn and Staten Island, the offices will offer much-needed business counseling to women in their areas. Better still---men are welcomed!

Veterans Sought for Participation in First U.S. - and Vietnam-Veterans Business Forum in Hanoi and Ho Chi Minh City

Washington, DC-- The Task Force for Veterans' Entrepreneurship, a coalition of numerous veteran and other organizations formed to implement Public Law 106-50, is seeking veterans and/or service-disabled veterans for a series of meetings and field trips on June 2-8, 2005 in Hanoi and Ho Chi Minh City.

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The goal of the Forum is to establish business ties, establish friendships and build relationships. For more information contact Joe Wynn at 301-585-4000, ext. 147 or JWynn@VVA.ORG

"SCORE" a Loan

The New York City Chapter of SCORE--- *Counselors to America's Small Business*---helps qualified small business owners obtain financing to grow their businesses.

SCORE, a counseling and technical assistance provider of the SBA, assists prospective borrowers through the loan application process and refers them to appropriate lenders.

SCORE is perfectly suited to match borrowers and lenders in the \$5000 to \$50,000 loan range.

SCORE Launches New Partnership with Universities in New York City

New York, NY- Chapter 1000 of New York City's SCORE organization has established partnerships with New York University, Columbia University and Fordham University in order to provide free business counseling to their MBA students and post-graduates.

The new partnerships will enable students to obtain advice about their future entrepreneurial plans. The assistance will be in the form of ongoing mentoring.



Kevin Esteban (above), Owner, Gotham Gardens, tends to outgoing orders.

Life Springs Anew for Florist with a Little Help from the SBA

New York, NY— One might say that twice now, small business owner Kevin Esteban has come close to suffering the same, ultimate fate as one of his elegant fresh-cut flower arrangements. But in reality, he has continued to grow and thrive through the seasons and years rather like his distinctive potted flowers and trees.

Now one of Manhattan's best-known florists, Gotham Gardens owner, Kevin Esteban was working for a wholesale florist for 12 years when in 2000 he was unexpectedly laid off. But unlike cut-flower arrangements that have served their purpose, he was not about to accept being deposited out on the street. Instead,

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Esteban decided to start his own floral business.

With no business background, Esteban knew he needed help before he invested his life savings in his new dream. So he sought out the small business development center at Baruch College to assist him in putting together a business plan. That was wise thinking, because according to numerous studies, the majority of small business failures are not the result of insufficient capital, but rather poor planning.

At the Baruch SBDC, which is funded by the U.S. Small Business Administration, Esteban also learned of financing available from the SBA. The SBDC helped Esteban secure an SBA-guaranteed loan from Banco Popular which enabled him to open Gotham Gardens on Manhattan's Upper West Side in 2000.

Then came 9/11 and Esteban was once again beset by a probable imminent demise. Business plummeted as a result of the attacks and Gotham Gardens, much like one of those floral displays, may have been facing its last days as a thriving business and attractive storefront on Amsterdam Avenue.

Again, Esteban turned to his friends at the SBDC. They helped him put together both SBA-disaster and World Trade Center Small Business Recovery Loan applications. With the funds he secured as well as a bridge loan from Banco Popular, Esteban kept

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the business running and saved the jobs of three of his five employees. Business is back on track and now Gotham Gardens employs eight people.

Gotham Gardens has provided floral arrangements for many society events in New York City including the opening of the Brooklyn Museum of Art, an award dinner for Elizabeth Taylor at the Waldorf-Astoria, the New York Botanical Garden Orchid Dinners and Rose Balls, the New York Historical Society functions, receptions at the prestigious University Club and a dance gala at artist Robert Rausenberg's loft.

Esteban also gives back to the community by providing his arrangements and services to benefits and fundraisers at the Cornell Medical Center and the Mayor's Fund to Advance New York City.

Upcoming Events

Doing Business with the Government

Date: April 21, 2005

Time: 9:30 a.m.-12:00 p.m.

Place: Bryant Library, Roslyn, NY

Info: 516-433-5000

Selling Skills Seminar

Date: April 20, 2005

Time: 9:30 a.m. - 1:00 p.m.

Place: AMA, 1601 Broadway, NY, NY

Info: 212-264-4507

How to Finance Your Small Business

Date: April 27, 2005

Time: 10:00 a.m. - 1:30 p.m.

Info: 718-960-8806

See www.sba.gov/ny/ny for more information and additional training opportunities.



APRIL 26-28, 2005 WASHINGTON, DC

Be a part of the U.S. Small Business Administration's Expo '05: Celebrating National Small Business Week.

This special event, taking place in **Washington, DC, April 26-28**, provides an exceptional opportunity to join forces with business leaders from around the country, network and celebrate the tremendous contributions made by America's small businesses to our nation's economy.

Come and learn about cutting-edge business practices, find out what's hot in business trends, meet government officials and talk with decision-makers who help shape the economy.

CONFERENCE HIGHLIGHTS

BUSINESS MATCHMAKING

A unique opportunity for small businesses to meet one-on-one with federal and corporate buyers to explore procurement options.

EXPO FLOOR

More than 180 exhibitors from the public and private sectors will provide information and offer opportunities to network.

BUSINESS SESSIONS

A superb lineup of educational seminars featuring expert panelists discussing the latest developments and best practices in the world of business and entrepreneurship.

TOWN HALL

Tackle the pressing issues facing entrepreneurs today; talk to the SBA Administrator and other special guests; ask questions and talk about what's on your mind.

Co-sponsors:



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events soon!

